



## Health Risk Messages

### The Art of Persuasion

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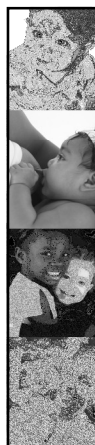
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## National Breastfeeding Awareness Campaign

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## Why the Controversy?

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**BREASTFEED FOR SIX MONTHS. HELP REDUCE YOUR CHILD'S RISK FOR RESPIRATORY ILLNESSES.**

Recent studies show you can lower your child's risk for accumulating illnesses and even hospitalizations for a variety of illnesses by breastfeeding exclusively for six months. Call 800-954-6226 or visit [www.Amman.gov](http://www.Amman.gov) to learn more. Or talk to your healthcare provider. Babies were born to be breastfed.

U.S. Department of Health and Human Services

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**BREASTFEED FOR SIX MONTHS. HELP REDUCE YOUR CHILD'S RISK FOR EAR INFECTIONS.**

Recent studies show you can lower your child's risk of ear infections by breastfeeding exclusively for six months. Call 800-954-6226 or visit [www.Amman.gov](http://www.Amman.gov) to learn more. Or talk to your healthcare provider. Babies were born to be breastfed.

U.S. Department of Health and Human Services

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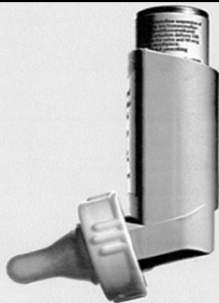
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**BABIES WHO AREN'T BREASTFED ARE UP TO 250% MORE LIKELY TO SUFFER RESPIRATORY DISEASES.**

Breastfeed exclusively for 6 months. Babies were born to be breastfed. 800-954-6226 [www.Amman.gov](http://www.Amman.gov)

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**BABIES WHO AREN'T BREASTFED ARE 40% MORE LIKELY TO SUFFER TYPE 1 DIA**

Breastfeed exclusively for 6 months. Babies were born to be breastfed. 1-800-994-WOMAN www.4wob

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# Changing Infant Feeding Behavior

## Chicago, Illinois 1911

**"Don't Kill Your Baby," Jacqueline Wolf**

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coffee, and beer and ate meat, bread, and sweets.<sup>109</sup>

The Department of Health soon institutionalized its field work. Dividing the city into forty-acre districts and selecting the most congested according to the U.S. census, health officials assigned one of their nurses to each district. Nurses started with thirty-five cases from the baby register and visited an average of fifteen homes daily. Gradually, the health department increased nurses' caseloads until each had one hundred active cases. Nurses triaged

### DON'T KILL YOUR BABY



**Mother's Milk is Best of All.**  
Lots of cool boiled water to drink.  
Clean milk (properly prepared) from a clean bottle.  
Give only these and baby will keep well.

**Suck Food Will Poison Your Baby.**  
Don't give: Meat, bread, potatoes, fruits, sweets, coffee, tea, beer, etc.  
And avoid the dread summer complaint.

**The Civic Federation of Chicago, Co-operating with the Chicago Health Dept.**  
Copyright, 1911, by Civic Federation, Chicago.

Figure 15 The Civic Federation of Chicago, in conjunction with the Chicago Depart-

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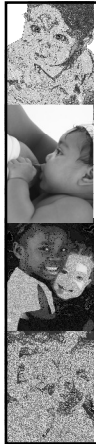
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# **Change Behavior**

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# **You Can Do It**

## **Think About It**

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**Health Risk Messages**

**Risk-based Messages**

**Fear-based Messages**

**Do it or else...**

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**Creating the  
Message**

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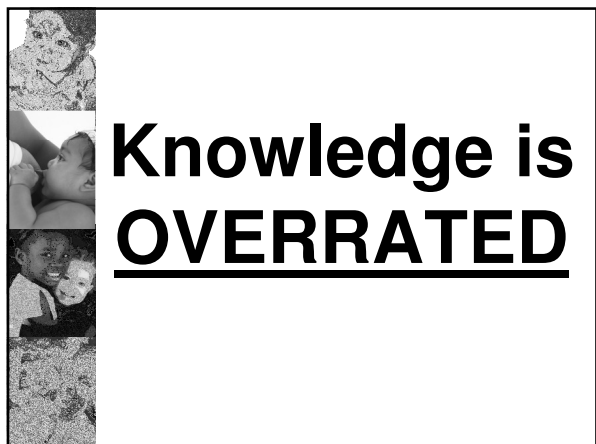
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**Knowledge**

**5%**

**Behavior Change**

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**Emotion is  
Underrated**

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**Emotion Drives  
Behavior Change**

**95%**

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# EMOTION

**Strongest Form  
of Persuasion**

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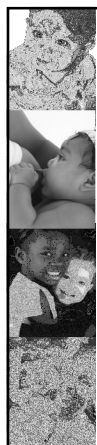
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**Learn from  
the Pros**

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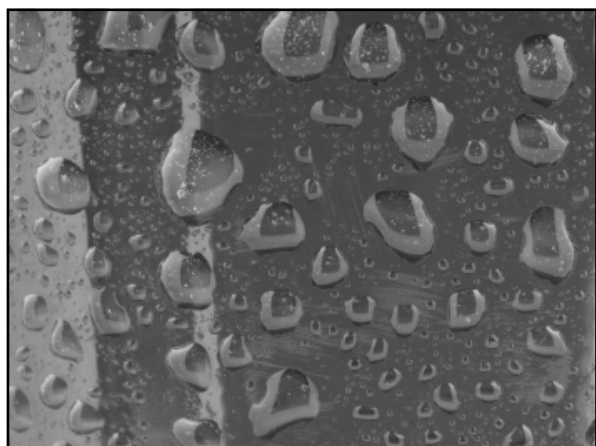
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# Have a Coke and a Smile

## The Pause That Refreshes

### Coke is it!

## Always Coca-Cola

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| Soft Drink Nutrition Information for Carbonated Beverages<br>(United States)<br>Serving Size: 8 FL. OZ. (240 mL) |          |                          |                |                 |                    |                  |                   |                   |                   |                  |
|--|----------|--------------------------|----------------|-----------------|--------------------|------------------|-------------------|-------------------|-------------------|------------------|
|  | Calories | Carbohydrates<br>(grams) | Sodium<br>(mg) | Protein<br>(mg) | Phosphorus<br>(mg) | Caffeine<br>(mg) | Sucralose<br>(mg) | Aspartame<br>(mg) | Saccharin<br>(mg) | Sorbitol<br>(mg) |
| Coca-Cola classic  | 97       | 27                       | 33             | 0               | 41                 | 23               | 0                 | 0                 | 0                 | 0                |
| caffeine free Coca-Cola classic  | 97       | 27                       | 33             | 0               | 41                 | 0                | 0                 | 0                 | 0                 | 0                |
| Coca-Cola Blast  | 46       | 12                       | 32             | 32              | 41                 | 46               | 0                 | 17                | 17                | 0                |
| Coca-Cola with Lime  | 98       | 27                       | 33             | 34              | 37                 | 23               | 0                 | 0                 | 0                 | 0                |
| Coca-Cola Zero   | 0.7      | 0.1                      | 20             | 31              | 36                 | 23               | 0                 | 38                | 31                | 0                |
| Diet Coke  | 1.0      | 0.1                      | 20             | 12              | 18                 | 31               | 0                 | 125               | 0                 | 0                |
| caffeine free Diet Coke  | 1.0      | 0.1                      | 20             | 12              | 18                 | 0                | 0                 | 125               | 0                 | 0                |
| Diet Coke Sweetened with Splenda   | 1        | 0.1                      | 20             | 18              | 33                 | 23               | 0                 | 0                 | 30                | 40               |
| Diet Coke with Lime  | 2.0      | 0.1                      | 20             | 19              | 18                 | 31               | 0                 | 30                | 34                | 0                |
| cherry Coke  | 104      | 28                       | 38             | 0               | 37                 | 23               | 0                 | 0                 | 0                 | 0                |
| diet cherry Coke   | 0.5      | 0.1                      | 20             | 19              | 23                 | 23               | 0                 | 30                | 34                | 0                |
| Cherry Coke zero   | 0.6      | 0                        | 20             | 33              | 37                 | 23               | 0                 | 38                | 39                | 0                |
| Fresca   | 2.0      | 0.1                      | 24             | 59              | none               | 0                | 0                 | 30                | 34                | 0                |
| Fresca Black Cherry  | 2.5      | 0                        | 24             | 57              | none               | 0                | 0                 | 30                | 34                | 0                |
| Fresca Peach   | 2.2      | 0                        | 24             | 57              | none               | 0                | 0                 | 30                | 34                | 0                |
| Inca Kola  | 96       | 26                       | 31             | 0               | 0                  | 25               | 0                 | 0                 | 0                 | 0                |
| diet Inca Kola   | 1.0      | none                     | 34             | 7               | 0                  | 25               | 0                 | 32                | 35                | 0                |
| Mauritana Mia  | 89       | 27                       | 47             | 3               | none               | 0                | 0                 | 0                 | 0                 | 0                |
| Pibb Xtra  | 97       | 26                       | 38             | 14              | 29                 | 27               | 0                 | 0                 | 0                 | 0                |
| Pibb Zero  | 1.5      | 0.1                      | 31             | 22              | 29                 | 27               | 0                 | 68                | 42                | 0                |
| Red Flair  | 105      | 28                       | 21             | 12              | 0                  | 27               | 0                 | 0                 | 0                 | 0                |
| Sprite   | 96       | 26                       | 47             | 0               | 0                  | 0                | 0                 | 0                 | 0                 | 0                |
| Sprite Zero  | 2.4      | 0                        | 24             | 73              | 0                  | 0                | 0                 | 30                | 34                | 0                |
| TAB  | 0.6      | 0.1                      | 28             | 12              | 30                 | 31               | 64                | 39                | 0                 | 0                |
| vanilla Coke   | 100      | 28                       | 35             | 0               | 17                 | 23               | 0                 | 0                 | 0                 | 0                |
| Vanilla Coke Zero  | 0.8      | 0.1                      | 28             | 31              | 37                 | 23               | 0                 | 38                | 31                | 0                |
| Baro's root beer   | 111      | 30                       | 40             | none            | 0                  | 15               | 0                 | 0                 | 0                 | 0                |
| Baro's Pilsner   | 127      | 34                       | 44             | 3               | 0                  | 15               | 0                 | 0                 | 0                 | 0                |
| diet Baro's root beer  | 0.9      | 0.1                      | 40             | 9               | 0                  | 0                | 0                 | 66                | 44                | 0                |
| Baro's Red Creme soda  | 115      | 31                       | 45             | 0               | 0                  | 0                | 0                 | 0                 | 0                 | 0                |
| diet Baro's Red Creme soda   | 1.7      | 0                        | 45             | 0               | 0                  | 0                | 0                 | 170               | 9                 | 0                |
| Baro's French Vanilla Creme soda   | 112      | 30                       | 44             | 0               | 0                  | 0                | 0                 | 0                 | 0                 | 0                |
| diet Baro's French Vanilla Creme soda  | 1.4      | none                     | 44             | none            | 0                  | 0                | 0                 | 160               | 0                 | 0                |
| Real Apple   | 121      | 33                       | 39             | 0               | 33                 | 0                | 0                 | 0                 | 0                 | 0                |
| Real Berry   | 117      | 32                       | 35             | 34              | 0.1                | 0                | 0                 | 0                 | 0                 | 0                |

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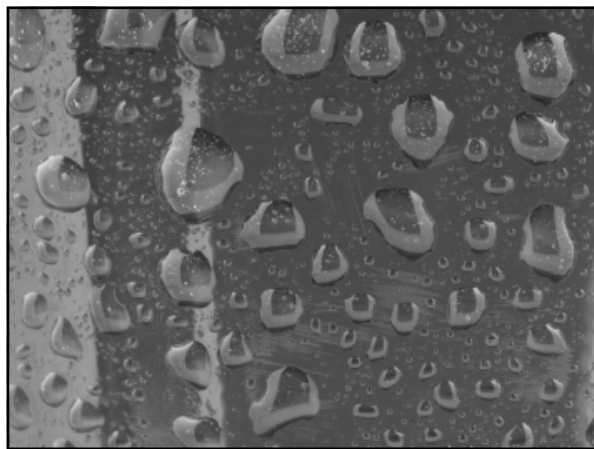
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## Strong Babies Start Here



Mom,  
someday soon...

I'll reach for  
your hand to  
pull myself up.

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**“Similac Formula Helps  
Build Strong Bodies With  
Nutrition You Can Trust”**

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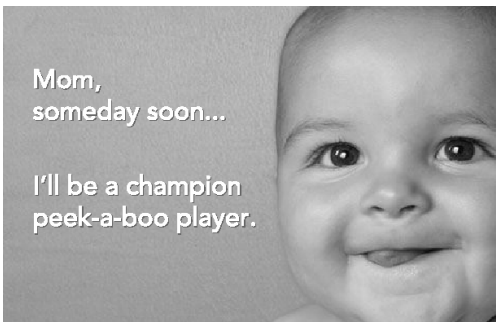
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## Strong Babies Start Here



Mom,  
someday soon...

I'll be a champion  
peek-a-boo player.

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**“Similac Formula Helps  
Build Strong Minds”**

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$E = (IQ)^2$  <sup>™</sup> *Enfamil LIPIL® supports both*  
*Intelligence Quotient and*  
*Immune Quotient™*

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**Message Strength  
is in the IMAGE**

**60%**

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## How does formula compare to breastmilk?

Compared to mother's breastmilk, formula is missing many things babies need to be strong, healthy and smart. Did you know...

**Formula-fed babies have a greater risk of:**

- Ear infections
- Diarrhea/constipation
- Pneumonia
- SIDS (Sudden Infant Death Syndrome)

Children who were formula-fed have a greater risk of:

- Obesity (becoming overweight)
- Diabetes
- Asthma and allergies
- Cancer

## What is the cost of formula feeding?

Formula feeding costs money. The dollars add up because you must buy extra formula as your baby grows, since WIC does not give you all the formula your baby will need. But the real cost of formula is the cost to your baby's health... and the time you spend away from work or at the doctor when your baby is sick.



*Babies are born to breastfeed!*

**Breastmilk**


- Antibodies
- Hormones
- Anti-Viruses
- Anti-Allergies
- Anti-Parasites
- Growth Factors
- Enzymes
- Minerals
- Vitamins
- Fat
- DHA/ARA
- Carbohydrates
- Proteins
- Water

**Formula**

- Minerals
- Vitamins
- Fat
- DHA/ARA
- Carbohydrates
- Proteins
- Maltose

A Report from California Department of Health, Vol. 1, Supplement  
 "Infant Nutrition: The Role of Breastfeeding in Infant Nutrition" by Dr. Barbara A. B. and Dr. Robert G. B. (1998).  
 To receive a report please call 1-800-422-0227 (222-0227)  
 1998-00000000

Feed only breastmilk or formula for the first 6 months. Baby's digestive system isn't ready for anything else.



CAUTION  
no-cereal  
zone

DIGESTIVE  
SYSTEM  
UNDER  
CONSTRUCTION




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### What Makes Health Risk Messages Effective?

- Threat
- Response Efficacy
- Self Efficacy

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### What do WIC families want?

- BE GOOD PARENTS
- Keep their children safe
- Earn their childrens' trust
- Feel good about themselves
- BE SUCCESSFUL

© 2006 Massachusetts WIC

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### **Breastfeeding gives moms the chance to....**

- Help their baby reach their potential.
- Keep their baby healthy.
- Do right by their child.
- Succeed at something wonderful...

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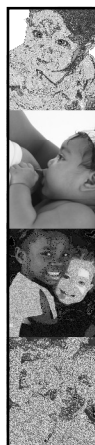
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**Give their child  
something no one else  
can give.**

**A Gift For Life**

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### **What Makes the Health Risk Messenger Effective?**

- Honest
- Passionate
- Credible

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# TRUST

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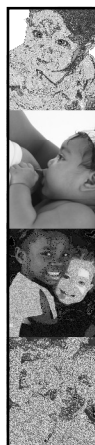
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Meet Parents Where  
They Are

**VENA**

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## Sound Familiar?

- **O**PEN
  - DIG
- **C**ONNECT
- **A**CT
- **O**PEN ENDED QUESTIONS
  - PROBE
- **A**FFIRM
- **E**DUcate

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**REGRET**

**GUILT**

**ANGER**

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**People may forget  
what you say,**

**but they will never forget  
how you made them feel.**

Touching Hearts Touching Minds  
Massachusetts WIC

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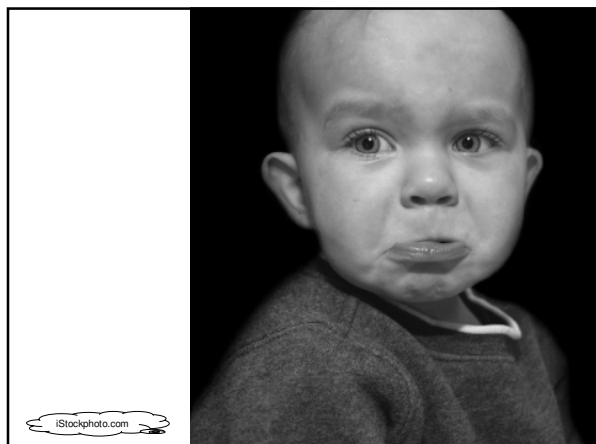
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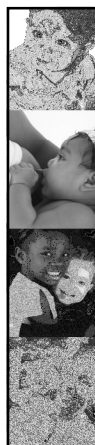
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**You can do this!**

**I can help.  
Tell me how.**

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**Breastfeeding is  
NORMAL**

**CULTURALLY  
COMMON**

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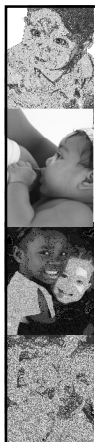
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**Why is WIC  
important?**

**2,000,000+ REASONS**

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